

Who's watching whom?

Lycos, Geocities and NBC's Videoseekers are among the major Web sites that will participate in a new service, called Engage. The service was developed to track what people are looking at on the Internet, so that advertisers can target their marketing efforts.

The system will keep information on age, sex, income, ZIP code and number of children.

The company says it will not collect information on sexual or health-related topics and will not store individual names, addresses, and birthdays.

does not include the hypertext transfer protocol portion of Uniform Resource Locators (URLs) — the http:// at the beginning of most addresses — because most Web browsers enter that information automatically. Addresses using other protocols, such as File Transfer Protocol (FTP), are fully listed.

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